

REMARKS

Attorney for Applicants has carefully reviewed the outstanding final Office Action on the above-identified application. Applicants have amended the claims, as set forth herein, and respectfully submit that the application, as amended, is in condition for allowance.

Applicants have amended all of the independent claims (i.e., Claims 1, 3, 7, and 10) to overcome the rejections raised in the Office Action in view of U.S. Patent No. 5,072,833 to Hansen, et al. Specifically, all of the independent claims were amended to recite the steps of **continuing to display the advertising indicia after the container has been emptied; and subsequently re-using the container.** For the reasons set forth below, Applicants submits that all of the pending claims, as amended herein, are patentable over Hansen, et al.

Applicants' invention relates to a method of advertising at a residential locations. Waste and/or recycling containers having advertising indicia related to one or more businesses are provided by the businesses to residents of the location. The containers could be provided at no cost to the residents. The residents are allowed to use the containers for disposing waste and/or recycling from households. The containers are positioned curbside by residents for collection, wherein the advertising indicia is displayed to others. Various types of containers, including removable-lid containers, roll-out type containers, and containers operable with automated trash removal equipment, can be utilized. The containers can be kept by the residents are re-used to dispose of trash and/or recyclable materials, wherein the advertising indicia is displayed whenever the containers are used.

Hansen, et al. discloses a method of collecting recyclable materials using flexible receptacles. The flexible receptacles are in the form of collection bags which could include advertising indicia thereon. The collection bags are filled with recyclable material, are closed, and are placed curbside for collection. The bag and its contents are collected and transported to a waste facility for processing. The recyclable material is removed from the bag, and the bag itself is recycled.

Applicants submit that Hansen, et al. fails to anticipate or render obvious any of the pending claims, as amended herein. As mentioned above, each independent claim was amended to recite the steps of **“continuing to display the advertising indicia after the container has been emptied; and subsequently re-using the container.”** Such limitations are neither taught nor suggested by Hansen, et al., since the collection bags of Hansen, et al., including the indicia thereon, are collected and recycled after they are emptied at a material recovery facility, and are never returned to the resident. This is specifically disclosed in column 10, lines 17-18 of Hansen, et al. (“The emptied recyclable collection bags are then collected and are thereafter recycled” at a material recovery facility.) By contrast, the present invention provides a reusable, high-quality container which includes advertising indicia that is displayable every time the container is used and whenever the container is positioned curbside, even after waste or recycling materials have been emptied from the container. As a result, the container of the present invention provides an advertising medium which is displayed to the public until a resident removes the container from a curbside. Thus, Hansen, et al. fails whatsoever to teach or suggest the claimed step of **“continuing to display the advertising indicia after the container has been emptied; and subsequently re-using the container,”** as set forth in amended

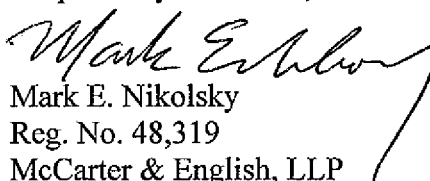
independent Claims 1, 3, 7, and 10. As such, Applicants submit that Claims 1, 3, 7, and 10 and associated dependent claims 2, 4-6, 8-9, and 11, which contain all of the limitations of amended independent Claims 1, 3, 7, and 10, are patentable over Hansen, et al.

Applicants have added new Claims 12-13 to further define the invention. These claims recite a method of advertising at a residential location, which includes the steps of providing a sticker having advertising indicia to a resident; allowing the resident to apply the sticker to a container; allowing the resident to use the container to dispose of waste or recycling near a curb; displaying the advertising indicia when the container is placed near the curb; continuing to display the advertising indicia after the container has been emptied; and subsequently re-using the container. Applicants respectfully submit that Hansen, et al. fails to teach or suggest such a method. As such, Applicants submits that Claims 12-13 are in condition for allowance.

All issues raised in the Office Action are believed to have been addressed. Claims 1, 3, 7, and 10 were amended. Claims 12-13 were added. No new matter is believed to have been added. Claims 1-13 are pending and are in condition for allowance. Reexamination is requested and favorable action solicited.

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Respectfully submitted, ^


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